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SRC Tourist Development Council

Board of Directors Meeting

Wednesday, 3:00 pm

June 19, 2013

Board Members

Vernon Compton	Dorothy Slye
Mike Loera	Jack Sanborn
Jack Sanborn	Jim Melvin
Kyle Holley	Clayton White

Attendees

Kate Wilkes	David Barnette
Susan Poggione	Gina Gregory
Laurie Gallup	Karen Harrell
Romi White	

1. CALL MEETING TO ORDER

Vernon Compton called the meeting to order at 3:05 pm

2. ADDITIONS OR CORRECTIONS TO AGENDA

3. APPROVAL OF MINUTES

The Board reviewed minutes of the May 15, 2013 meeting. Dorothy Slye made a motion to approve; Kyle Holley seconded; minutes were approved.

4. FINANCIALS

Kate Wilkes presented financial reports. Commissioner Melvin made a motion to approve; Dorothy Slye seconded; motion passed.

5. MDi

Gina Gregory thanked for the help with the FAM trip. She mentioned we were in Baton Rouge Parents Magazine. Dave Barnette showed ads using the new tag line and pictures. They want to roll out "Florida's Playground" locally with a July 24th news conference, and VIP reception at the beach. Dorothy Slye suggested that we tag on the Boo Weekly Golf Tournament.

Dave Barnette said the new App is up and available on I-phones and Androids.

6. BEACHES TO WOODLANDS – KAREN HARRELL

Karen Harrell gave an update on Beaches to Woodlands. She will work with MDi on marketing.

7. DIRECTOR UPDATE

Laurie Gallup gave update on Fishing Rodeo – great success. Will be even better next year.

Dorothy Slye made a motion for up to \$2,500 to get trademark for "Florida's Playground", Commissioner Melvin seconded. It was approved.